

Airbnb release global impact data, offers healthy alternative to mass travel

Airbnb's newly released transparency [data on the positive impacts of the home sharing](#) in cities and countries across the world shows that the vast majority of guests say they chose Airbnb because they want to live like a local (79%) and because it is more convenient than hotel locations (89%). More than half of guests using Airbnb globally (53%) say the money they saved using Airbnb was spent at local businesses, and almost half of all guest spending (44%) takes place in the communities where they stay, which are spread across cities and beyond hotels and traditional tourist hotspots.



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“With travel and tourism growing faster than most of the rest of economy, it is critical that as many people as possible are benefiting - and right now not all tourism is created equal. To democratise the benefits of travel, Airbnb offers a healthy alternative to mass travel habits that have plagued some cities for decades,” said Airbnb’s Global Head of Policy and Communications, Chris Lehane.

South African data

In South Africa, the data shows that:

- South Africa is home to a vibrant community of hosts who welcomed travellers from over 150 countries into their homes and communities.

- In South Africa, the typical host earned R24,633 renting out their space for an average of 17 nights a year providing meaningful income for regular people and families.

- South Africa welcomed nearly 830,000 inbound guests last year, and 551,000 outbound guests travelled from South Africa to other destinations, creating offline connections across borders and cultures.

Cape Town highlights:

- Typical guest arrivals: 350,000
- Total guest countries of origin: over 150
- Typical nights hosted per listing: 27
- Typical income earned per host: R39,348
- Number of guests travelling from Cape Town to other destinations: 173,000

Johannesburg highlights:

- Typical guest arrivals: 60,000
- Total guest countries of origin: 133
- Typical nights hosted per listing: 24
- Typical income earned per host: R15,969
- Number of guests travelling from Johannesburg to other destinations: 168,000

Durban highlights:

- Typical guest arrivals: 40,000
- Total guest countries of origin: 104
- Typical nights hosted per listing: 13
- Typical income earned per host: R1,728
- Number of guests travelling from Johannesburg to other destinations: 36,000

Launching the Office of Healthy Tourism

The new data coincides with Airbnb launching its new Office of Healthy Tourism, an initiative to help drive local, authentic and sustainable tourism in countries and cities across the globe.

Since the company was founded 10 years ago, travellers have discovered new destinations and neighbourhoods off the typical tourist path, bringing the economic benefits of tourism to small businesses and local residents around the world. Building off of this work through partnerships, programs and events, Airbnb will expand its efforts to economically empower communities, drive travel to lesser-known places, and support environmentally-friendly travel habits with the Office of Healthy Tourism.

“Airbnb supports tourism that is local, authentic, diverse, inclusive and sustainable,” said Chris Lehane. “Through the meaningful income earned by our global community of hosts, our ability to promote tourism to places that need it the most, and the inherent sustainable benefits of hosting, Airbnb is providing the type of travel that is best for destinations, residents, and travellers alike.”

Tourism Advisory Board to shape long-term vision

To support this ongoing mission, Airbnb also welcome its first Tourism Advisory Board. Comprised of global tourism experts, it will help shape the company’s long-term vision and activities to ensure that Airbnb remains a solution to the over-tourism caused by mass travel. This is particularly important as the tourism industry continues to grow. According to the World Travel and Tourism Council (WTTC), the travel industry supports 313 million jobs and generates 10% of the world’s

GDP.

The Tourism Advisory Board includes global tourism thought and policy leaders who have set the tone for this dialogue in their years in the industry:

- Taleb Rifai, the former Secretary-General of the United Nations World Tourism Organization (UNWTO)
- David Scowsill, Chief Executive of EON Reality Inc. and former President and CEO of the World Travel and Tourism Council (WTTC)
- Rosette Rugamba, Managing Director of Songa Africa and Amakoro Lodge and former Director General of Rwanda Tourism
- Professor the Hon Bob Carr, the former Foreign Affairs Minister for Australia and former Premier of New South Wales

"The kind of tourism that Airbnb provides enhances both the quality of life for residents of destinations, as well as the experience and quality of trips for guests," said Taleb Rifai, former secretary-general of the United Nations World Tourism Organisation. "I am thrilled and excited to be joining Airbnb's Tourism Advisory Board, and to be working with my fellow Board members to ensure that the company continues to be a force for healthy tourism around the world, a force for good."

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